

TELEPHONE (312) 258-5500

SCHIFF HARDIN & WAITE

PATENT DEPARTMENT

6600 SEARS TOWER

233 SOUTH WACKER DRIVE

CHICAGO, ILLINOIS 60606

Confirmation No.: 8147

GROUP ART UNIT: 3744

EXAMINER: M. Norman

Inventor: Mitchel Kriss et al.

Serial No.: 09/329,487

Filed: June 10, 1999

For: METHOD AND SYSTEM FOR MARKET RESEARCH DATA MINING

RESPONSE TO OFFICE ACTION MAILED SEPTEMBER 11, 2002

Assistant Commissioner for Patents
Washington D.C. 20231

SIR:

Transmitted herewith is an amendment in the above-identified application.

☐ No additional fee is required.

The fee has been calculated as shown below.

CLAIMS AS AMENDED						
	(2) CLAIMS REMAINING AFTER AMENDMENT		(4) HIGHEST NO. PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEE
TOTAL CLAIMS	*49	MINUS	**49	X 0	() X 9.00 () X 18.00	\$.00
INDEP. CLAIMS	* 4	MINUS	4	X 0	() X 42.00 () X 84.00	00
Application amended to contain any multiple dependent claims not previously paid for.				() YES () NO	() \$135.00 () \$270.00 ONE TIME	\$.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$.00

* If the entry in Column 2 is less than the entry in Column 4, write "0" in Column 5.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20 write "20" in this space.

- ☐ Applicants petition the Commissioner of Patents and Trademarks to extend this time for response to the Office Action dated ____ for ____ months so that the period for response is extended to _____. A check in the amount of \$_____ is attached to cover the cost of the extension. Any deficiency or overpayment should be charged or credited to deposit account No. 501519. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$_____ is attached.
- ☐ A check for \$_____ accompanying IDS under 37 CFR 1.97(c) is attached
- ☐ A check for \$_____ and Petition for Consideration of IDS under 37 CFR 1.97(d) is attached.
- ☒ The Commissioner is hereby authorized to charge any additional fees which may be required, or to credit any overpayment to account No. 501519. A duplicate of this sheet is enclosed.
- When phoning re this application, please call (312) 258-5774.

SCHIFF HARDIN & WAITE (Customer Number: 26574)

BY Trevor B. Jolke (25,542)

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on December 11, 2002.

Trevor B. Jolke
NAME OF APPLICANT'S ATTORNEY

SIGNATURE

December 11, 2002

DATE

3744
#11A
12/23/02

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PATENT

IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE

Applicants: M. Kriss, et
al.

Serial No.: 09/329,487

Filed: June 10, 1999

For: **METHOD AND SYSTEM
FOR MARKET RESEARCH DATA
MINING**

Group Art Unit: 3744

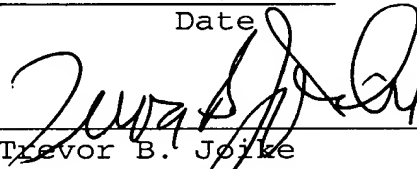
Examiner: M. Norman

Attorney Docket
No.: 29284/35302

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) Washington, DC 20231 on
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) December 11, 2002

) Date

) 

) Trevor B. Joike
) Reg. No. 25, 542

) Attorney for Applicants

RESPONSE TO OFFICE ACTION MAILED SEPTEMBER 11, 2002

Commissioner for Patents
Washington, DC 20231

Sir:

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IN THE CLAIMS

44. (Amended) The system of claim 43 wherein
the analyzing means comprises means for performing an
unrotated principal components factor analysis based upon
purchase data.

45. (Amended) The system of claim 44 wherein
the analyzing means comprises means for determining a
linear relationship based upon results from the unrotated
principal components factor analysis.